DOCKET NO.: MSFT-0673/174290.01
Application No.: 10/023,285
Office Action Dated: September 11, 2007

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PROCEDURE PURSUANT TO
37 CFR § 1.116

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently amended) A system to generate and deliver concentric user-targeted content to participating users comprising:

a data store having data representative of a participating user's profile information ~~and/or data representative of said participating user's~~ and content usage information;

a content data store, said content data store having various content for display to said participating user; and

an instruction set cooperating with said data store and said content data store,

wherein said instruction set <u>includes an algorithm for comparing said profile information to said content usage information and for generating</u> ~~operates on data from said data store to generate~~ a preference for said participating user <u>based on said comparison,</u> ~~and~~

wherein <u>said algorithm of</u> said instruction set further operates on said generated preference to obtain a range of concentric user-targeted content from said content data store<u>,</u>

wherein ~~such that~~ said range of <u>concentric user-targeted</u> content is correlated in varying degrees to said generated preference for said participating user <u>and includes a buy content offering and a product content offering</u>.

2.   (Previously presented) The system as recited in claim 1, wherein said profile information is input by said participating user for storage on said data store.

3.   (Original) The system as recited in claim 2, wherein said profile information comprises demographic and/or preference information for said participating user.

4.   (Currently amended) The system as recited in claim 1, wherein said <u>content</u> usage information comprises current and historical usage information.

5.   (Currently amended) The system as recited in claim 1, wherein said ~~instruction set implements a matching algorithm, said matching~~ algorithm <u>includes a matching algorithm</u>

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that accepts ~~accepting~~ as input said <u>profile information and said content usage information</u> ~~data~~ from said data store ~~and generating said preference~~.

6.   (Currently amended) The system as recited in claim 5, wherein said matching algorithm <u>further</u> accepts said <u>generated</u> preference and said content from said content data store as input to generate said range of concentric <u>user-targeted</u> content.

7.   (Currently amended) The system as recited in claim 1, wherein said range of concentric content ~~comprises at least two differing content offerings~~ <u>further includes a brand content offering,</u>
        <u>wherein said buy content offering comprises a first product that is directly related to a request of said participating user,</u>
        <u>wherein said product content offering comprises a second product that is correlated to said profile information, and</u>
        <u>wherein said brand content offering comprises a third product that is correlated to said profile information and said content usage information.</u>

8.   (Currently amended) The system as recited in claim 7, wherein said ~~differing~~ <u>buy content offering, said product content offering and said brand</u> content offering[[s]] differ from each other on a graduated basis.

9.   (Currently amended) The system as recited in claim [[8]] <u>1</u>, wherein said varying degrees are based on said content usage information.

10.   (Canceled)

11.   (Previously presented) The system as recited in claim 1, wherein said data store and content data store operate in a computing environment.

12.   (Currently amended) The system as recited in claim ~~11~~ <u>1</u>, wherein said instruction set comprises a computing application.

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13.   (Currently amended) The system as recited in claim ~~12~~ 1, wherein said range of concentric <u>user-targeted</u> content is delivered to said participating user over a communications network.

14.   (Previously presented) The system as recited in claim 13, wherein said communications network comprises any of a wireless LAN, a fixed wire LAN, a wireless WAN, a fixed wire WAN, a wireless intranet, a fixed wire intranet, a wireless extranet, a fixed wire extranet, a wireless peer-to-peer communications network, a fixed wire peer-to-peer communications network, and the Internet.

15.   (Currently amended) The system as recited in claim ~~13~~ 1, wherein said range of concentric <u>user-targeted</u> content is ~~displayable~~ <u>configured to be displayed</u> in electronic display panes.

16.   (Original) The system as recited in claim 15, wherein said electronic display panes are part of a content browser computing application.

17.   (Currently amended) A computer implemented method to generate concentric user-targeted content for a participating user, comprising the steps of:

receiving user data from a data store, ~~having data indicative of~~ <u>the user data</u> <u>comprising</u> a participating user's profile information ~~and/or data indicative of said~~ ~~participating user's~~ <u>and</u> content usage information;

receiving content from a content data store;

<u>processing said profile information and said content usage information to generate</u> ~~generating~~ a preference for said participating user based on said user data; and

matching said generated preference with said content to generate a range of concentric user-targeted content that is matched to said generated preference for said participating user with varying degrees of certainty<u>,</u>

<u>wherein said range of concentric user-targeted content includes a buy content offering</u> <u>and a product content offering</u>.

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18.   (Previously presented) The method as recited in claim 17 further comprising the step of:

distributing said range of concentric user-targeted content to said participating user over a cooperating communications network.

19.   (Previously presented) The method as recited in claim 17, wherein said matching step comprises the step of:

applying a matching algorithm to said preference and said content.

20.   (Currently amended) The method as recited in claim 17, further comprising the step of:

communicating with a content partner to obtain additional content for use when generating said range of concentric user-targeted content.

21.   (Original) A computer readable medium having computer readable instructions to perform the method as recited in claim 17.

22.   (Currently amended) A method to generate and deliver concentric user-targeted content comprising the acts of:

providing a data store having data indicative of a participating user's profile information and/or data indicative of said participating user's and content usage information;

providing a content data store, said content data store having content from a content service provider; and

providing a computing application, said computing application cooperating with said data store and said content data store, wherein said computing application includes an algorithm for comparing said profile information to said content usage information and for generating to generate a preference from said profile information and said content usage information based on said comparison, wherein said computing application processes said preference along with said content to determine a range of concentric user-targeted content, said range of concentric user-targeted content including content levels differing on a

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~~graduated basis~~ that includes a buy content offering, a product content offering, and a brand content offering, wherein said buy content offering comprises a first product that is directly related to a request of said participating user, wherein said product content offering comprises a second product that is correlated to said profile information, and wherein said brand content offering comprises a third product that is correlated to said profile information and said content usage information; and

delivering said generated range of concentric user-targeted content to said participating user over a communications network, said communications network cooperating with said computing application.

23.   (Previously presented) The method as recited in claim 22, wherein said providing said content data store step further comprises cooperating with a content partner to obtain said content.

24.   (New) The method as recited in claim 17, wherein said range of concentric user-targeted content further includes a brand content offering,

wherein said buy content offering comprises a first product that is directly related to a request of said participating user,

wherein said product content offering comprises a second product that is correlated to said profile information, and

wherein said brand content offering comprises a third product that is correlated to said profile information and said content usage information.